



City of Rockville

MEMORANDUM

March 23, 2009

TO: Scott Ullery, City Manager

FROM: Shannon Loomis, Public Information Specialist

VIA: Marylou Berg, Communication Manager

VIA: Burt Hall, Director of Recreation and Parks

SUBJECT: Planned Outreach Campaign for Notification of Changes to Hours of Paid Parking in Town Center Garages

Background

Effective May 4, paid parking hours in Rockville Town Square will be extended from Monday through Friday, 7 a.m. to 7 p.m., to Monday through Saturday, 7 a.m. to 10 p.m.

Communication Division staff recommend a citywide communication and outreach campaign to inform residents and visitors about the longer hours.

Proposed Outreach Efforts

The campaign will occur in two stages. The first stage will begin the first week of April while the second will occur during the third and fourth weeks of April, just prior to the effective date. Additional stages and outreach efforts will be considered based on community feedback.

Stage One

City staff will begin publicizing the approaching rate change through various media channels and types. These will include:

- A news story in the April edition of Rockville Reports.
- A press release.
- Notification on the City's website – front page link
- Banners for the outside and inside of the three Town Square parking garages.
- Sandwich board posters for Town Square sidewalks and garage entrances.
- Postcard-size advertisements for garage attendants to hand out to patrons.
- Printed text will appear on the bottom of parking receipts from the garage pay stations.

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- Bulletin board messages on Rockville Channel 11.
- Fact sheets about parking changes for neighborhood resources and other staff to distribute at community meetings.

Stage Two

City staff will continue to publicize the impending rate change and will expand the number of media channels and types used. These will include:

- A news story in the May edition of Rockville Reports.
- A second press release.
- A news story in the May edition of City Insider, the employee newsletter.
- Notices in the weekly e-newsletter.
- Notices on the City's 'Facebook' page.
- Rotating headlines on the City's Web site.
- Notices on the pay stations and meters in Town Square.
- Posters for local grocery stores, City facilities, libraries, etc.
- Update and reprint of monthly parking brochures.
- A news story on Rockville Channel 11.
- Updates to parking pages on the City's Web site including Town Center parking, general parking and meter pages.
- Fact sheets about parking changes for neighborhood resources and other staff to distribute at community meetings.
- Notice on the City's neighborhood association listserv.
- Submit a story to the Rockville Central website